

Export Outlook for Horticultural Products

Revised FY 2009 Forecast: Unchanged at \$21.5 Billion

Revised 2009 Forecast

Key Developments

- Export growth remains at 3% due to global recession, the slowest rate in 7 years
- Fresh fruit & veg exports lowered \$300 million, partly due to smaller US orange harvest (down 12%) and falling tomato prices
- Processed fruit & veg exports raised \$100 million, partly on strength of dried beans
- Some decline in almond export value (lower prices) offset by higher pistachio sales; reduced pistachio market competition due to smaller Iranian harvest
- Food preps & alcoholic bevs up \$200 million on sales to Canada/EU

Wild Cards

- Will US exporters maintain market share despite stronger dollar?

